

WHAT IS CLAIMED IS:

- 1           1.       A method of manufacturing a disk drive for establishing connection  
2 between a content delivery server and a personal computer system that includes a  
3 computing subsystem and a disk drive, the method comprising:  
4               identifying a network address for the content delivery server;  
5               providing a server-contacting program;  
6               storing the network address and the server-contacting program in the disk  
7 drive; and  
8               installing firmware to initiate execution of the server-contacting program  
9 after the disk drive is connected to the computing subsystem in the personal  
10 computer system, wherein execution of the server-contacting program includes  
11 using the network address for connecting the personal computer system to the  
12 content delivery server.
- 1           2.       The method of Claim 1, additionally comprising delivering the disk drive  
2 for connection to the computing subsystem in the personal computer system.
- 1           3.       The method of Claim 1, wherein:  
2               the disk drive includes a protected area; and  
3               the network address and the server-contacting program are stored in the  
4 protected area.
- 1           4.       The method of Claim 1, wherein the firmware automatically initiates  
2 execution of the server-contacting program when the disk drive is connected to the  
3 computing subsystem.
- 1           5.       The method of Claim 1, wherein the firmware delays initiating execution  
2 of the server-contacting program until a predetermined period has lapsed.
- 1           6.       The method of Claim 1, wherein the firmware delays initiating execution  
2 of the server-contacting program until the firmware determines that a selected number  
3 of monitored events exceeds a threshold.

1           7.     The method of Claim 6, wherein the monitored events includes the  
2 number of boot-ups in the computing subsystem.

1           8.     The method of Claim 1, wherein the personal computer system receives  
2 content data from the content delivery server and subsequently displays the content  
3 during a boot sequence.

1           9.     The method of Claim 8, wherein the content of the displayed content  
2 data is periodically changed.

1           10.    The method of Claim 8, wherein the content data is selected from the  
2 group comprising: a content display program, a game, an entertainment program, a  
3 utility program, entertainment data, advertisement data, and music data.

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11. A disk drive comprising:  
a network address for identifying a content delivery server;  
a server contacting program; and  
a disk controller circuit that, upon the occurrence of a selected condition that is determined by the disk controller circuit and after the disk drive is connected to a computing subsystem in a personal computer system, initiates execution of the server-contacting program, wherein execution of the server-contacting program includes using the network address for connecting the personal computer system to the content delivery server.

12. The disk drive of Claim 11, wherein:  
the disk drive includes a protected area; and  
the network address and the server-contacting program are stored in the protected area.

13. The disk drive of Claim 11, wherein the disk controller circuit delays initiating execution of the server-contacting program until a predetermined period has lapsed.

14. The disk drive of Claim 11, wherein the disk controller circuit delays initiating execution of the server-contacting program until the firmware determines that a selected number of monitored events exceeds a threshold.

15. The disk drive of Claim 14, wherein the monitored events includes the number of boot-ups in the computing subsystem.

16. The disk drive of Claim 15, wherein the personal computer system receives content data from the content delivery server and subsequently displays the content during a boot sequence.

17. The disk drive of Claim 16, wherein the content of the displayed content data is periodically changed.

18. The disk drive of Claim 16, wherein the content data is selected from the group comprising: a content display program, a game, an entertainment program, a utility program, entertainment data, advertisement data, and music data.

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- 1           19.    A disk drive comprising:  
2                a non-protected area;  
3                a protected area comprising at least one application program and an  
4           installation program for installing the application program in the non-protected  
5           area; and  
6                firmware for, upon the occurrence of a selected condition determined by  
7           the firmware, initiating the loading and execution of the installation program  
8           which thereafter installs the application program in the non-protected area.

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